

Dr. Costas Andriopoulos

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Brunel Business School
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England, UK

EDUCATION

University Of Strathclyde, Glasgow, Scotland
Ph.D. Marketing, 2000 – Mind stretching: A grounded theory for enhancing organisational creativity

University Of Strathclyde, Glasgow, Scotland
Certificate in Research Methodology, 1998

University Of Surrey, Guildford, England
M.Sc. Human Resource Management, 1997

University Of Strathclyde, Glasgow, Scotland
M.Sc. International Hospitality Management, 1996

The American College Of Greece - Deree College, Athens, Greece
B.Sc. Business Administration, 1995

ACADEMIC EMPLOYMENT

Brunel university – October 2005 – Current
Lecturer B, Business School,

Undergraduate teaching: Managing Creativity and Change
Enterprise Culture and Entrepreneurialism

Postgraduate teaching: MSc Small Business and Entrepreneurship

Supervision: Honours, MSc, MBA

Administration: Management Pathway

University of Aberdeen - January 2002 – September 2005
Lecturer B, Business School,

Undergraduate teaching: HRM (Honours Level)
Managing Creativity (Honours Level)
Technology Marketing (Honours Level)
Managing the Enterprise (First Year)

Postgraduate teaching: MBA course in Strategic Marketing
MSc course in Enterprise Creation
MBA Executive course in Managing Creativity
MBA Summer Elective in Managing Creativity and Innovation

Supervision: Honours, MSc, MBA, 3 PhD Students

Administration: MBA Programme Leader,
Adviser of Studies (50 students)

University of Strathclyde - September 2000 – December 2001
Postgraduate programme coordinator, Hunter Centre for Entrepreneurship,

Research in creativity, innovation, technology incubators, corporate brand management
Course development
Teaching postgraduate group seminars
Teaching "Entrepreneurship skills" in MSc in Construction Innovation
Market research for technology-based companies

University of Strathclyde - April 2000 – August 2000
Project coordinator, Department of Marketing

Organised and managed the largest survey on barriers to growth of SMEs w/in the UK,
commissioned by the Federation of Small Businesses (FSB)
Conducted focus groups w/ small business owners throughout the UK
Conducted telephone interviews
Co-designed questionnaire
Analysed data and written reports

ARTICLES IN REFEREED JOURNALS

Andriopoulos, C., Lewis, M., and Funk, S., "Sustaining Organizational Creativity: The experience and Management of Tensions," Under Review

Andriopoulos, C. and Gotsi, M. (Forthcoming), "Probing the future: Mobilising foresight in multiple-product innovation firms," *Futures*, January/February 2006

Andriopoulos, C. and Gotsi, M. (2005), The virtues of "Blue-Sky" projects: How Lunar Design taps into the power of creative imagination, *Creativity and Innovation Management*, Vol. 14, No. 3, pp. 316-324.

Andriopoulos, C. (2003), "The six paradoxes of managing creativity: An embracing act," *Long Range Planning*, August, Vol. 36, Issue 4, pp. 375-388

Andriopoulos, C. and Gotsi, M. (2002), "Creativity requires a culture of trust: Lessons from Lunar Design Inc.," *Design Management Journal*, Spring Issue, pp.57-63

Andriopoulos, C. (2001), "Determinants of organisational creativity: A literature review," *Management Decision*, Vol. 39, No. 10, pp. 834-840

Andriopoulos, C. and Gotsi, M. (2001), "'Living' the corporate identity: Case Studies from the creative industry," *Corporate Reputation Review*, Vol. 4, No. 2, pp. 144-154

Andriopoulos, C. and Lowe, A. (2000), "Enhancing organisational creativity: The process of perpetual challenging," *Management Decision*, Vol. 38, No. 10, pp. 734-742

Andriopoulos, C. and Gotsi, M. (2000), "Benchmarking brand management in the creative industry," *Benchmarking: An International Journal*, Vol. 7, No. 5, pp. 360-372

CONFERENCE PRESENTATIONS

ISBE, Blackpool, UK, November 2005

Refereed paper - *Creativity assessment: A literature review* (w/ Anna Malakate)

Academy Of Management, Hawaii, USA, August 2005

Refereed paper (Accepted) - *Probing the future: Mobilising foresight in multiple-product innovation firms* (w/ Manto Gotsi)

Bam Conference, St. Andrews, Scotland, September 2004

Refereed paper - *Recruitment and selection in the creative industries: Insights from Lunar Design Inc.* (w/ Anna Malakate)

Anzam Conference,

Fremantle, Australia, December 2003

Refereed paper - *The social process of confidence building: Case studies from the creative industry* (w/ Manto Gotsi)

Babson College Kauffman Foundation Entrepreneurship Research Conference,

Boston, Massachusetts, USA, June 2003

Competitive Paper - *Studying Intrafirm Networks W/in Growing Ventures: Cases from the UK and the USA* (w/ Sarah Jack)

Babson College Kauffman Foundation Entrepreneurship Research Conference,

Boulder, Colorado, USA, June 2002

Competitive Paper - *Sustaining a culture for innovation w/in growing ventures: The case of Lunar Design Inc.* (w/ Jonathan Levie)

European Marketing Academy Conference (Emac),

Rotterdam, Holland, May 2000

Competitive Paper - *Corporate Reputation Management in the creative industry* (w/ Manto Gotsi)

4th International Conference On Corporate Reputation, Identity And Competitiveness,

Copenhagen, Denmark, May 2000

Competitive Paper - *Encouraging employee identification w/ corporate identity as a component of corporate reputation management* (w/ Manto Gotsi)

Academy Of Marketing,

Stirling, Scotland, 1999

Competitive Paper - *The basic social process of perpetual challenging w/in creative organisations*

Iccis Symposium,

Glasgow, Scotland, 1999

Competitive Paper - *The basic social process of perpetual challenging w/in corporate identity consultancies*

Academy Of Marketing,

Sheffield, England, 1998

Doctoral Colloquium - *The basic social process of mind framing w/in creative organisations*

GOVERNMENT/PUBLIC REPORTS

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: Scotland Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: Wales Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: Northern Ireland Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: London Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: South East Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: South West Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: East of England Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: East Midlands Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: West Midlands Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation of Small Businesses

"Barriers to survival and growth in UK small firms: North West Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report to the Federation of Small Businesses

"Barriers to survival and growth in UK small firms: North East Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

Report To The Federation Of Small Businesses

"Barriers to survival and growth in UK small firms: Yorkshire & Humberside Report"

(w/ Carter, S. Ennis, S. Lowe, A. Tagg, S. Tzokas, N. Webb, J)

BOOKS

Andriopoulos, C. and Dawson, P. (2005),
Managing Creativity, Innovation and Change,
Pearson Education, London (Forthcoming)

COURSE DEVELOPMENT

Andriopoulos, C. (2002), Entrepreneurial Marketing, CD-ROM and On-line course development commissioned by Scottish Institute for Enterprise

Andriopoulos, C and Levie, J. (2001), Entrepreneurship skills – MSc in Construction Innovation, Module 10

RESEARCH GRANTS

Awarded £1,550 (1 March 2005) by the Carnegie Trust for a US study on identifying paradoxes in managing creativity w/in young design firms

Awarded £1,500 (24 February 2004) by the Carnegie Trust for a US study on identifying how successful creative companies manage to sustain a company-wide culture of innovation (undertaken during summer 2004)

Awarded £1,680 (25 February 2003) by the Carnegie Trust for a US study on identifying paradoxes in managing creativity (undertaken during June 2003 w/in four leading NPD consultancies in Boston, New York and California)

EXTERNAL EXAMINER

I have acted as an external examiner in one PhD thesis (University of Wollongong, Australia)

I have also been appointed by Kingston Business School as an External Examiner for its Postgraduate Programmes in Greece (June 2005)

SPEAKER INVITATIONS

I have been invited to give a presentation on managing creativity and innovation in growing ventures at the University of South Australia, Australia (December, 2003)